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EXAMINER

MIZRAHI, DIANE D

ART UNIT	PAPER NUMBER
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2175

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18

Please find below and/or attached an Office communication concerning this application or proceeding.

**Office Action Summary**

Application No.

09/734,887

Applicant(s)

BHARAT ET AL.

Examiner

DIANE D. MIZRAHI

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM  
THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 20 January 2004.
- 2a) ☐ This action is **FINAL**.                      2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-23 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-23 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

DIANE D. MIZRAHI  
PRIMARY PATENT EXAMINER  
TECHNOLOGY CENTER 2100

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 13 December 2000 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on \_\_\_\_\_ is: a) ☐ approved b) ☐ disapproved by the Examiner.
- If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

**Priority under 35 U.S.C. §§ 119 and 120**

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.
- 14) ☒ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
- a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)                      4) ☐ Interview Summary (PTO-413) Paper No(s). \_\_\_\_\_
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)                      5) ☐ Notice of Informal Patent Application (PTO-152)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) \_\_\_\_\_                      6) ☐ Other:

III. Detailed Action

**Examiner's Remarks**

As agreed on Interview Summary dated January 20, 2004, with SPE Dov Popovici, John Harrity and Diane Mizrahi, a new non-final office action using the prior art and addressing all the claim limitations is stated below. Therefore, in response to Applicants request, all previous presented rejections of the claims are hereby withdrawn as to being moot.

**Claim Rejections - 35 USC § 103**

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

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5. Claims 1-23 are rejected under 35 U. S. C. 103 (a) as being unpatentable over Conklin et al. (U.S. Patent # 6,363,378) in view of Chakrabarti et al. (U.S. Patent 9 6,356,899).

Regarding Claim 1, Conklin teaches a method for providing search results, comprising:

receiving a search query; (col 3, lines 59-61; Figure 1; see also col 1, lines 58-60);

retrieving one or more objects in response to the search query (i.e. query ... document hit list defines a plurality of topics) (col 6, lines 1-22);

determining whether the search query corresponds to at least one query theme (i.e. theme queries...) (col 3, lines 67 - col 4, lines 1-8) of a group of query themes (i.e. theme queries) (col 4, lines 1-8) (see also col 4, lines 37-38, in particular plurality of topics responsive to the user query) (also see Table 1, themel, theme2; theme3, theme4... theme n) (col 4, lines 51-64).

ranking the one or more objects based on a result of the determination (i.e. theme strength is a relative measure of the importance of the theme... Document themes form the most important to the least important themes) (col 5, lines 1-9);

and providing the ranked one or more objects (i.e. theme strength is a relative measure of the importance of the theme...

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Document themes form the most important to the least important themes, e.g. theme 1 - theme n ) (col 5, lines 1-9).

Regarding Claim 2, Conklin teaches wherein the objects include web pages (i.e. on-line world wide web surfer indicates that a user is querying the Internet in which a web page contains links to other web pages) (col 1, lines 57-67 to col 2, lines 1-17).

Regarding Claim 3, Conklin does not teach determining whether any of the one or more objects relates to a list of favored and non-favored sources.

Chakrabarti teaches determining whether any of the one or more objects relates to a list of favored (i.e. retrieving pages... query terms... used to increase weights ... suggesting heightened relevance for the link) (col 7, lines 21-32) and non-favored sources (i.e. stop pages... identification pages for avoidance) (col 7, lines 33-43) (col 8, lines 8-21, i.e. specified stop pages would be eliminated from the initial set) and see also (col 21, lines 29-46).

It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to modify the teachings of Conklin with the teachings of Chakrabarti to include determining whether any of the one or more objects

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relates to a list of favored and non-favored sources with the motivation to enable the user to ... search conveniently and efficiently to identify information elements on the World Wide Web pages... having relevance to subject matter of interest (Chakrabarti, col 5, lines 50-56) and also for improving the determination of relevance amongst the related information elements as the Web pages considered in whole, in part, or in combination by filtering to reduce the effects of spurious factors which adversely effect accuracy (Chakrabarti, col 5, lines 24-29).

Regarding Claim 4, Conklin does not teach determining a score for those objects that are unrelated to the list of favored and non-favored sources using a first group of parameters, determining a score for those objects that relate to the list of favored or non-favored sources using the first group of parameters, an editorial opinion parameter, and ranking the objects based on the determined scores.

Chakrabarti teaches determining a score for those objects that are unrelated to the list of favored and non-favored sources using a first group of parameters (i.e. authority and hub scores) (col 19, lines 34-67 to col 20, lines 1-2),

determining a score for those objects that relate to the list of favored or non-favored sources using the first group of

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parameters and (col 19, lines 34-67 to col 20, lines 1-2); see also (col 20, lines 22-67)

an editorial opinion parameter (i.e. editorial opinion parameter reads on authority weight) (col 19, lines 30-49),

and ranking the objects based on the determined scores (i.e. weights) (col 19, lines 30-49) (see also col 20, lines 22-51).

It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to modify the teachings of Conklin with the teachings of Chakrabarti to include determining a score for those objects that are unrelated to the list of favored and non-favored sources using a first group of parameters, determining a score for those objects that relate to the list of favored or non-favored sources using the first group of parameters, an editorial opinion parameter, and ranking the objects based on the determined scores with the motivation to enable the user to ... search conveniently and efficiently to identify information elements on the World Wide Web pages... having relevance to subject matter of interest (Chakrabarti, col 5, lines 50-56) and also for improving the determination of relevance amongst the related information elements as the Web pages considered in whole, in part, or in combination by filtering to reduce the effects of spurious

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factors which adversely effect accuracy (Chakrabarti, col 5, lines 24-29).

Regarding Claim 5, Conklin does not teach wherein the editorial opinion parameter causes the rank of those objects corresponding to favored sources to be increased and a rank of those objects corresponding to non-favored sources to be decreased.

Chakrabarti teaches wherein the editorial opinion parameter causes the rank of those objects corresponding to favored sources to be increased (i.e. weights of the links ... are increased based on relevance) (col 20, lines 22-51) (col 19, lines 58-67 to col 20, lines 1-2),

and a rank of those objects corresponding to non-favored sources to be decreased (i.e. filters) (col 21, lines 29-46).

It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to modify the teachings of Conklin with the teachings of Chakrabarti to include wherein the editorial opinion parameter causes the rank of those objects corresponding to favored sources to be increased and a rank of those objects corresponding to non-favored sources to be decreased with the motivation to enable the user to ... search conveniently and efficiently to identify information elements on the World Wide Web pages... having



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relevance to subject matter of interest (Chakrabarti, col 5, lines 50-56) and also for improving the determination of relevance amongst the related information elements as the Web pages considered in whole, in part, or in combination by filtering to reduce the effects of spurious factors which adversely effect accuracy (Chakrabarti, col 5, lines 24-29).

Regarding Claim 6, Conklin teaches wherein the determining includes determining whether the search query corresponds to a query rule associated with each query theme (i.e. theme queries...) (col 3, lines 67 - col 4, lines 1-8) of a group of query themes (i.e. theme queries) (col 4, lines 1-8) (see also col 4, lines 37-38, in particular plurality of topics responsive to the user query) (also see Table 1, theme1, theme2; theme3, theme4... theme n) (col 4, lines 51-64).

Regarding Claim 7, Conklin teaches wherein each query theme is classified into a first set of topics, and wherein the determining includes (i.e. hit list defines a plurality of topics ... related to the input user query) (col 6, lines 2-22);

classifying the search query into a second set of topics (i.e. themes are mapped or linked to categories) (col 6, lines 23-33) (see also plurality of categories ... arranged hierarchically... ) (col 6, lines 23-33) (see also, Figure 6, France is linked to places of interest, or Eiffel Tower),

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and determining that the search query corresponds to a query theme (i.e. France, or places of interest, or museums, etc. ) (col 12, lines 1-35; see also Figure 6) when the second set of topics relates to the first set of topics associated with that query theme (i.e. France, or places of interest, or museums, etc.) (col 12, lines 1-35; see also Figure 6).

Regarding Claim 8, Conklin a system that provides search results, comprising: means for receiving a search query that includes at least one search term; (i.e. query terms) (col 4, lines 9-14) see also (i.e. topics responsive to the user query) ( also see Table 1, theme1, theme2; theme3, theme4... theme n) (col 4, lines 51-64);

means for retrieving one or more objects based on the at least one search term; i.e. query ... document hit list defines a plurality of topics) (col 6, lines 1-22);

means for determining whether the search query corresponds to at least one of a plurality of query themes (i.e. theme queries...) (col 3, lines 67 - col 4, lines 1-8) of a group of query themes (i.e. theme queries) (col 4, lines 1-8) (see also col 4, lines 37-38, in particular plurality of topics responsive to the user query) ( also see Table 1, theme1, theme2; theme3, theme4... theme n) (col 4, lines 51-64);

means for ranking the one or more objects based on whether the search query corresponds to at least one of the plurality of query themes (i.e. theme strength is a relative measure of the importance of the theme.... Document themes form the most important to the least important themes, e.g. theme 1 - theme n) (col 5, lines 1-9);

and means for providing the ranked one or more objects (i.e. theme strength is a relative measure of the importance of the theme.... Document themes form the most important to the least important themes, e.g. theme 1 - theme n) (col 5, lines 1-9).

Regarding Claim 9, Conklin teaches a computer-readable medium containing instructions for controlling at least one processor to perform a method that provides search results, the method comprising:

receiving a search query that includes at least one search term (i.e. query terms) (col 4, lines 9-14) see also (i.e. topics responsive to the user query) (also see Table 1, theme1, theme2; theme3, theme4... theme n) (col 4, lines 51-64);

obtaining one or more objects based on the at least one search term (i.e. query ... document hit list defines a plurality of topics) (col 6, lines 1-22);

determining whether the search query corresponds to at least one of a plurality of query themes (i.e. theme queries...)

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(col 3, lines 67 - col 4, lines 1-8) of a group of query themes (i.e. theme queries) (col 4, lines 1-8) (see also col 4, lines 37-38; in particular plurality of topics responsive to the user query) ( also see Table 1, themel, theme2; theme3, theme4... theme n) (col 4, lines 51-64);

determining a score for each of the one or more objects based on whether the search query corresponds to at least one of the plurality of query themes (i.e. theme2 has weight of 10, etc. ) (col 7, lines 28-39);

and providing a ranked list containing the one or more objects based on the determined score (i.e. weights) (Table 3, col 8, lines 32-45).

Regarding Claim 10, Conklin teaches a memory configured to store instructions and a group of query themes (col 16, lines 14-28);

and a processor configured to execute the (col 16, lines 14-28): instructions to obtain a search query that includes at least one search term (i.e. query terms) (col 4, lines 9-14) see also (i.e. topics responsive to the user query) ( also see Table 1, themel, theme2; theme3, theme4... theme n) (col 4, lines 51-64)

retrieve one or more objects based on the at least one search term i.e. query ... document hit list defines a plurality of topics) (col 6, lines 1-22);

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determine whether the search query corresponds to at least one of the group of query themes (i.e. theme queries...) (col 3, lines 67 - col 4, lines 1-8) of a group of query themes (i.e. theme queries) (col 4, lines 1-8) (see also col 4, lines 37-38, in particular plurality of topics responsive to the user query) (also see Table 1, themel, theme2; theme3, theme4... theme n) (col 4, lines 51-64);

ranking the one or more objects based on whether the search query corresponds to at least one of the group of query themes (i.e. theme strength is a relative measure of the importance of the theme.... Document themes form the most important to the least important themes, e.g. theme 1 - theme n) (col 5, lines 1-9);

and provide the ranked one or more objects (Table 3, col 8, lines 32-45).

Regarding Claim 11, Conklin teaches ranking search results comprising:

developing one or more query themes (i.e. theme queries...) (col 3, lines 67 - col 4, lines 1-8) of a group of query themes (i.e. theme queries) (col 4, lines 1-8) (see also col 4, lines 37-38, in particular plurality of topics responsive to the user query) (also see Table 1, themel, theme2; theme3, theme4... theme n) (col 4, lines 51-64);

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identifying, for each query theme (i.e. theme queries...)  
(col 3, lines 67 - col 4, lines 1-8) of a group of query themes  
(i.e. theme queries) (col 4, lines 1-8) (see also col 4, lines  
37-38, in particular plurality of topics responsive to the user  
query) (also see Table 1, theme1, theme2; theme3, theme4... theme  
n) (col 4, lines 51-64),

identifying, for each query theme (i.e. theme queries...)  
(col 3, lines 67 - col 4, lines 1-8) of a group of query themes  
(i.e. theme queries) (col 4, lines 1-8) (see also col 4, lines  
37-38, in particular plurality of topics responsive to the user  
query) (also see Table 1, theme1, theme2; theme3, theme4... theme  
n) (col 4, lines 51-64).

Conklin does not teach an editorial opinion parameter for  
use in ranking search results; a first set of objects as  
favored; a second set of objects as non-favored objects; and  
determining an editorial opinion parameter for each of the  
objects in the first and second sets.

Chakrabarti teaches an editorial opinion parameter for use  
in ranking search results (i.e. weights of the links ... are  
increased based on relevance) (col 20, lines 22-51) (col 19,  
lines 58-67 to col 20, lines 1-2); a first set of objects as  
favored objects (i.e. authority and hub scores) (col 19, lines  
34-67 to col 20, lines 1-2); a second set of objects as non-

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favorable objects (i.e. stop pages... identification pages for avoidance) (col 7, lines 33-43) (col 8, lines 8-21, i.e. specified stop pages would be eliminated from the initial set) and see also (col 21, lines 29-46); and determining an editorial opinion parameter for each of the objects in the first and second sets (i.e. editorial opinion parameter reads on authority weight) (col 19, lines 30-49).

It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to modify the teachings of Conklin with the teachings of Chakrabarti to include an editorial opinion parameter for use in ranking search results; a first set of objects as favorable; a second set of objects as non-favorable objects; and determining an editorial opinion parameter for each of the objects in the first and second sets with the motivation to enable the user to ... search conveniently and efficiently to identify information elements on the World Wide Web pages... having relevance to subject matter of interest (Chakrabarti, col 5, lines 50-56) and also for improving the determination of relevance amongst the related information elements as the Web pages considered in whole, in part, or in combination by filtering to reduce the effects of spurious factors which adversely effect accuracy (Chakrabarti, col 5, lines 24-29).

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Regarding Claim 12, Conklin determining for each query theme (i.e. theme queries...) (col 3, lines 67 - col 4, lines 1-8) of a group of query themes (i.e. theme queries) (col 4, lines 1-8) (see also col 4, lines 37-38, in particular plurality of topics responsive to the user query) (also see Table 1, themel, theme2; theme3, theme4... theme n) (col 4, lines 51-64),

one or more rules for determining whether a search query satisfies the respective query theme (col 6, lines 29-46); (col 4, lines 1-8); see also col 14, lines 14-34).

Regarding Claim 13, Conklin determining, for each query theme (col 3, lines 67 - col 4, lines 1-8) of a group of query themes (i.e. theme queries) (col 4, lines 1-8) (see also col 4, lines 37-38, in particular plurality of topics responsive to the user query) (also see Table 1, themel, theme2; theme3, theme4... theme n) (col 4, lines 51-64),

one or more topics for determining whether a search query satisfies the respective query theme (col 3, lines 67 - col 4, lines 1-8) of a group of query themes (i.e. theme queries) (col 4, lines 1-8) (see also col 4, lines 37-38, in particular plurality of topics responsive to the user query) (also see Table 1, themel, theme2; theme3, theme4... theme n) (col 4, lines 51-64).



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Regarding Claim 14, Conklin wherein the one or more topics are selected from at least one hierarchical directory (col 6, lines 22-32).

Regarding Claim 15, Conklin wherein the first and second sets of objects are sets of web sites (i.e. on-line world wide web surfer indicates that a user is querying the Internet) (col 1, lines 57-67 to col 2, lines 1-17).

Regarding Claim 16, Conklin does not teach wherein the identifying a first set of objects includes identifying the first set of objects using host names.

Chakrabarti teaches wherein the identifying a first set of objects includes identifying the first set of objects using host names (i.e. host names reads on web pages) (col 6, lines 2-30) see also (col 17, lines 37-48).

It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to modify the teachings of Conklin with the teachings of Chakrabarti to include wherein the identifying a first set of objects includes identifying the first set of objects using host names with the motivation to enable the user to ... search conveniently and efficiently to identify information elements on the World Wide Web pages... having relevance to subject matter of interest (Chakrabarti, col 5, lines 50-56) and also for improving the

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determination of relevance amongst the related information elements as the Web pages considered in whole, in part, or in combination by filtering to reduce the effects of spurious factors which adversely effect accuracy (Chakrabarti, col 5, lines 24-29).

Regarding Claim 17, Conklin does not teach wherein the identifying a first set of objects includes identifying the first set of objects using one or more Uniform Resource Locator (URL) prefixes.

Chakrabarti teaches wherein the identifying a first set of objects includes identifying the first set of objects using one or more Uniform Resource Locator (URL) prefixes (i.e. links can be URL, or web sites or host names) (col 17, lines 37-48).

It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to modify the teachings of Conklin with the teachings of Chakrabarti to include wherein the identifying a first set of objects includes identifying the first set of objects using one or more Uniform Resource Locator (URL) prefixes with the motivation to enable the user to ... search conveniently and efficiently to identify information elements on the World Wide Web pages... having relevance to subject matter of interest (Chakrabarti, col 5, lines 50-56) and also for improving the determination of

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relevance amongst the related information elements as the Web pages considered in whole, in part, or in combination by filtering to reduce the effects of spurious factors which adversely effect accuracy (Chakrabarti, col 5, lines 24-29).

Regarding Claim 18, Conklin teaches wherein the identifying a first set of objects includes classifying each query theme into a set of topics from a hierarchical directory (col 6, lines 22-32) and the set of topics as being in the first set of objects for that query theme (col 3, lines 67 - col 4, lines 1-8) of a group of query themes (i.e. theme queries) (col 4, lines 1-8) (see also col 4, lines 37-38, in particular plurality of topics responsive to the user query) ( also see Table 1, theme1, theme2; theme3, theme4... theme n) (col 4, lines 51-64)

Conklin does not teach identifying host names.

Chakrabarti teaches host names (i.e. host names reads on web pages) (col 6, lines 2-30) see also (col 17, lines 37-48).

It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to modify the teachings of Conklin with the teachings of Chakrabarti to include host names with the motivation to enable the user to ... search conveniently and efficiently to identify information elements on the World Wide Web pages... having relevance to

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subject matter of interest (Chakrabarti, col 5; lines 50-56) and also for improving the determination of relevance amongst the related information elements as the Web pages considered in whole, in part, or in combination by filtering to reduce the effects of spurious factors which adversely effect accuracy (Chakrabarti, col 5, lines 24-29).

Regarding Claim 19, Conklin does not teach wherein the editorial opinion parameter causes a rank of an object to be increased or decreased based on whether the object is in the first or second set.

Chakrabarti wherein the editorial opinion parameter causes a rank of an object to be increased or decreased based on whether the object is in the first or second set (i.e. weights of the links ... are increased based on relevance) (col 20, lines 22-51) (col 19, lines 58-67 to col 20, lines 1-2).

It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to modify the teachings of Conklin with the teachings of Chakrabarti to include wherein the editorial opinion parameter causes a rank of an object to be increased or decreased based on whether the object is in the first or second set with the motivation to enable the user to ... search conveniently and efficiently to identify information elements on the World Wide Web pages...

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having relevance to subject matter of interest (Chakrabarti, col 5, lines 50-56) and also for improving the determination of relevance amongst the related information elements as the Web pages considered in whole, in part, or in combination by filtering to reduce the effects of spurious factors which adversely effect accuracy (Chakrabarti, col 5, lines 24-29).

Regarding Claim 20, Conklin teaches a computer-readable medium containing one or more instructions for controlling at least one processor to perform a method for determining, the method comprising:

identifying, for each of a group of search query themes, (i.e. theme queries...) (col 3, lines 67 - col 4, lines 1-8) of a group of query themes (i.e. theme queries) (col 4, lines 1-8) (see also col 4, lines 37-38, in particular plurality of topics responsive to the user query) (also see Table 1, theme1, theme2; theme3, theme4... theme n) (col 4, lines 51-64);

Conklin does not teach editorial opinion parameter for use in ranking search results; a first set of objects as favored objects; a second set of objects as non-favored objects; and determining an editorial opinion parameter for each of the objects in the first and second sets of objects.

Chakrabarti teaches editorial opinion parameter for use in ranking search results (col 20, lines 22-51) (col 19, lines 58-67

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to col 20, lines 1-2); a first set of objects as favored objects (col 7, lines 21-32) (col 7, lines 33-43) and (col 8, lines 8-21) and col 21, lines 29-46); a second set of objects as non-favored objects (i.e. query terms . . . identification of pages for avoidance) (col 7, lines 38-43) (col 19, lines 4-26); and determining an editorial opinion parameter (col 20, lines 22-51) (col 19, lines 58-67 to col 20, lines 1-2) for each of the objects in the first and second sets of objects (i.e. query terms . . . identification of pages for avoidance) (col 7, lines 38-43) (col 19, lines 4-26).

It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to modify the teachings of Conklin with the teachings of Chakrabarti to include editorial opinion parameter for use in ranking search results; a first set of objects as favored objects; a second set of objects as non-favored objects; and determining an editorial opinion parameter for each of the objects in the first and second sets of objects with the motivation to enable the user to ... search conveniently and efficiently to identify information elements on the World Wide Web pages... having relevance to subject matter of interest (Chakrabarti, col 5, lines 50-56) and also for improving the determination of relevance amongst the related information elements as the Web pages considered in

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whole, in part, or in combination by filtering to reduce the effects of spurious factors which adversely effect accuracy (Chakrabarti, col 5, lines 24-29).

Regarding Claim 21, Conklin teaches a computer-readable medium containing a data structure comprising:

a query theme field that stores at least one query theme identifying, for each of the group of search query themes (i.e. theme queries...) (col 3, lines 67 - col 4, lines 1-8) of a group of query themes (i.e. theme queries) (col 4, lines 1-8) (see also col 4, lines 37-38, in particular plurality of topics responsive to the user query) ( also see Table 1, theme1, theme2; theme3, theme4... theme n) (col 4, lines 51-64), for each query theme in the query theme field (i.e. theme queries...) (col 3, lines 67 - col 4, lines 1-8) of a group of query themes (i.e. theme queries) (col 4, lines 1-8) (see also col 4, lines 37-38, in particular plurality of topics responsive to the user query) ( also see Table 1, theme1, theme2; theme3, theme4... theme n) (col 4, lines 51-64);

Conklin does not teach a favored and non-favored sources field that stores information identifying favored and non-favored web sites; and an editorial parameter field that stores

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an editorial parameter for each favored and non-favored web site identified in the favored and non-favored sources field.

Chakrabarti teaches a favored and non-favored sources field that stores information identifying favored and non-favored web sites (col 6, lines 3-19) (col 30, lines 49-67) (col 29, lines 29) and an editorial parameter field that stores an editorial parameter for each favored and non-favored web site identified in the favored and non-favored sources field (col 19, 20-67 to col 20, lines 1-56) (col 21, lines 13-45).

It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to modify the teachings of Conklin with the teachings of Chakrabarti to include favored and non-favored sources field that stores information identifying favored and non-favored web sites; and an editorial parameter field that stores an editorial parameter for each favored and non-favored web site identified in the favored and non-favored sources field with the motivation to enable the user to ... search conveniently and efficiently to identify information elements on the World Wide Web pages... having relevance to subject matter of interest (Chakrabarti, col 5, lines 50-56) and also for improving the determination of relevance amongst the related information elements as the Web



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pages considered in whole, in part, or in combination by filtering to reduce the effects of spurious factors which adversely effect accuracy (Chakrabarti, col 5, lines 24-29).

Regarding Claim 22, Conklin teaches wherein the at least one query theme includes at least one of a query theme rule (i.e. theme queries...) (col 3, lines 67 - col 4, lines 1-8) of a group of query themes (i.e. theme queries) (col 4, lines 1-8) (see also col 4, lines 37-38, in particular plurality of topics responsive to the user query) (also see Table 1, themel),

and a set of topics from one or more hierarchical directories (i.e. themes are mapped or linked to categories) (col 6, lines 23-33). (see also pluarality of categories ... arranged hierarchically... ) (col 6, lines 23-33) (see also, Figure 6, France is linked to places of interest, or Eiffel Tower), (i.e. France, or places of interest, or museums, etc. ) (col 12, lines 1-35; see also Figure 6).

Regarding Claim 23, Conklin teaches a server comprising:

a memory configured to store a plurality of query themes identifying, for each of the group of search query themes (i.e. theme queries...) (col 3, lines 67 - col 4, lines 1-8) of a group of query themes (i.e. theme queries) (col 4, lines 1-8) (see also col 4, lines 37-38, in particular plurality of topics

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responsive to the user query) ( also see Table 1, themel, theme2; theme3, theme4... theme n) (col 4, lines 51-64);

information identifying for each of the plurality of query themes identifying, for each of the group of search query themes (i.e. theme queries...) (col 3, lines 67 - col 4, lines 1-8) of a group of query themes (i.e. theme queries) (col 4, lines 1-8) (see also col 4, lines 37-38, in particular plurality of topics responsive to the user query) ( also see Table 1, themel, theme2; theme3, theme4... theme n) (col 4, lines 51-64), receive a search query comprising one or more terms, retrieve items using the one or more terms, (i.e. query ... document hit list defines a plurality of topics) (col 6, lines 1-22);

identify one of the plurality of query themes as matching the search query identifying, for each of the group of search query themes (i.e. theme queries...) (col 3, lines 67 - col 4, lines 1-8) of a group of query themes (i.e. theme queries) (col 4, lines 1-8) (see also col 4, lines 37-38, in particular plurality of topics responsive to the user query) ( also see Table 1, themel, theme2; theme3, theme4... theme n) (col 4, lines 51-64),

determine, for each of the retrieved items (i.e. query ... document hit list defines a plurality of topics) (col 6, lines 1-

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22) whether the retrieved item (i.e. query ... document hit list defines a plurality of topics) (col 6, lines 1-22); associated with the one query theme (i.e. theme queries...) (col 3, lines 67 - col 4, lines 1-8) of a group of query themes (i.e. theme queries) (col 4, lines 1-8) (see also col 4, lines 37-38, in particular plurality of topics responsive to the user query) (also see Table 1, theme1, theme2; theme3, theme4... theme n) (col 4, lines 51-64).

Conklin does not teach at least one favored or non-favored item and an editorial parameter associated with each favored and non-favored item; determine a score for each of the retrieved items; and associated with one of the favored or non-favored items and adjust, for each of the retrieved items, the score of the retrieved item when the retrieved item is determined to be associated with a favored or non-favored item.

Chakrabarti teaches at least one favored or non-favored item and an editorial parameter associated with each favored and non-favored item; determine a score for each of the retrieved items (i. e. authority and hub scores) (col 19, lines 34-67 to col 20, lines 1-2) (see also col 20, lines 22-67); associated with one of the favored or non-favored items and adjust, for each of the retrieved items, the score of the retrieved item when the retrieved item is determined to be associated with a

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favorable or non-favorable item (i.e. by the filter using the greedy test) (col 21, lines 11-54).

It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to modify the teachings of Conklin with the teachings of Chakrabarti to include at least one favorable or non-favorable item and an editorial parameter associated with each favorable and non-favorable item; determine a score for each of the retrieved items; and associated with one of the favorable or non-favorable items and adjust, for each of the retrieved items, the score of the retrieved item when the retrieved item is determined to be associated with a favorable or non-favorable item with the motivation to enable the user to ... search conveniently and efficiently to identify information elements on the World Wide Web pages... having relevance to subject matter of interest (Chakrabarti, col 5, lines 50-56) and also for improving the determination of relevance amongst the related information elements as the Web pages considered in whole, in part, or in combination by filtering to reduce the effects of spurious factors which adversely effect accuracy (Chakrabarti, col 5, lines 24-29).


Conclusion

The prior art made of record and not relied upon is considered pertinent to Applicant's disclosure.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Diane D. Mizrahi whose telephone number is (703) 305-3806. The examiner can normally be reached on Monday-Thursday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Dov Popovici can be reached on (703) 305-3806. The fax phone numbers for the organization where this application or proceeding is assigned are (703) 305-9000 for regular communications and (703) 305-9000 for After Final communications.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 305-9001.



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